



TRADE SHOW OPPORTUNITY

SIAL MERCOSUL 2003

RIO DE JANEIRO, BRAZIL



What:

SIAL Mercosul 2003 will partner with ExpoABRAS (the International Products, Equipment, Services and Technology for Supermarkets Exhibition) and the Annual National Supermarkets Association Convention (with Brazil's top chain retailers) to create the leading exhibition in the food industry in Latin America. This partnership between SIAL Mercosul and ExpoABRAS offers exhibitors two trade events for the price of one, and the opportunity to meet buyers from the food retail and processing industries from all over Latin America.

When:

Sept. 15-18, 2003

Where:

Rio Centro Exhibition Centre
Rio De Janeiro, Brazil

The Market:

The Brazilian market is open to new tastes and trends. Brazil's young population, with its exposure to U.S. media, music and other cultural influences, plus its desire to do things the "American way," opens the door to the marketing of U.S. products. And because the United States is the most popular tourist destination for Brazilians traveling abroad, making the pitch for U.S. products is even simpler. Yet today, there are still many U.S. products missing from the aisles of the typical Brazilian retail market.

Though Brazil has a growing food processing industry, it imports a range of foods and beverages; Argentina, Chile and the United States are its top three suppliers. The U.S. market share has remained stable over the past five years, at just under 10 percent. With the anticipated strengthening of the Brazilian real in relation to the U.S. dollar, in 2003 high-value products from the United States are becoming more affordable to importers, retailers and consumers here.

Best Product Prospects:

Seafood, dairy products such as cheese, snack foods, red meats, fresh fruits and vegetables, processed fruits and vegetables, fruit and vegetable juices, breakfast cereals and pancake mix, tree nuts, wines and beer, pet foods, organic and natural foods

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